

**Monthly Account  
Performance Report  
1 May 2021 — 31 May 2021**

Bloom Health

901-947-7282

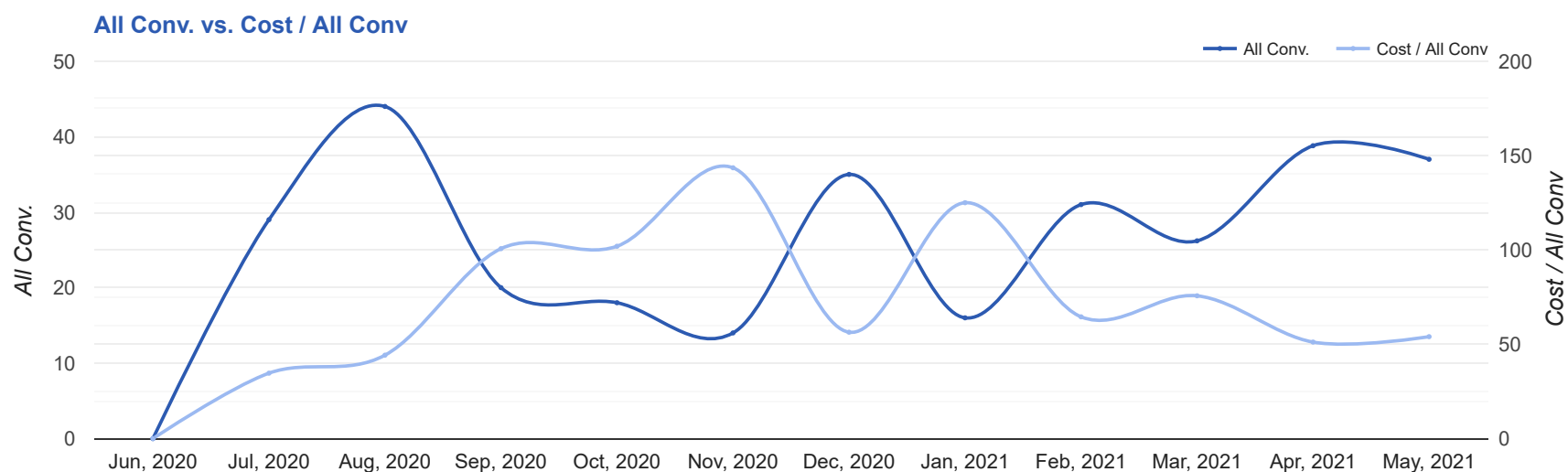
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,999	37	6.94%	\$54.02
↑ 1%	↓ 5%	↓ 6%	↑ 6%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	9,303	525	\$1,982.44	\$3.78	5.64%	-	7.38%	\$51.15	38.8
1 May 2021 — 31 May 2021	10,172	533	\$1,998.62	\$3.75	5.24%	-	6.94%	\$54.02	37
Change	869 ↑ 9%	8 ↑ 2%	\$16.18 ↑ 1%	\$0.03 ↓ 1%	0.40% ↓ 7%	0 ↔ -	0.44% ↓ 6%	\$2.87 ↑ 6%	1.76 ↓ 5%

# Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Jun '20	2,041	146	\$837.18	\$5.73	7.15%	-	0	0%	\$0.00
Jul '20	4,217	229	\$1,005.59	\$4.39	5.43%	-	29	12.66%	\$34.68
Aug '20	14,662	752	\$1,945.54	\$2.59	5.13%	-	44	5.85%	\$44.22
Sep '20	12,407	551	\$2,013.04	\$3.65	4.44%	-	20	3.63%	\$100.65
Oct '20	4,896	293	\$1,834.81	\$6.26	5.98%	-	18	6.14%	\$101.93
Nov '20	8,056	334	\$2,009.19	\$6.02	4.15%	-	14	4.19%	\$143.51
Dec '20	12,099	417	\$1,973.50	\$4.73	3.45%	-	35	8.39%	\$56.39
Jan '21	13,081	530	\$1,999.94	\$3.77	4.05%	-	16	3.02%	\$125.00
Feb '21	10,079	481	\$2,000.74	\$4.16	4.77%	-	31	6.44%	\$64.54
Mar '21	10,009	482	\$1,985.83	\$4.12	4.82%	-	26.2	5.44%	\$75.68
Apr '21	9,303	525	\$1,982.44	\$3.78	5.64%	-	38.8	7.38%	\$51.15
May '21	10,172	533	\$1,998.62	\$3.75	5.24%	-	37	6.94%	\$54.02
<b>Total</b>	<b>111,022</b>	<b>5,273</b>	<b>\$21,586.42</b>	<b>\$4.09</b>	<b>4.75%</b>	<b>-</b>	<b>309</b>	<b>5.86%</b>	<b>\$69.86</b>

## Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting	8,511	451	\$1,663.54	\$3.69	5.3%	-	28	6.21%	\$59.41
\$1000 vs 25	1,661	82	\$335.08	\$4.09	4.94%	-	9	10.98%	\$37.23

# Top Keywords - 1 May 2021 — 31 May 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting near me	41	25	\$177.81	\$7.11	60.98%	-	3	12.00%	\$59.27
coolsculpting near me	14	6	\$49.25	\$8.21	42.86%	-	2	33.33%	\$24.63
cool sculpting	12	5	\$30.13	\$6.03	41.67%	-	2	40.00%	\$15.06
how can a girl lose weight fast	1	1	\$3.48	\$3.48	100.00%	-	1	100.00%	\$3.48
coolsculpting reviews	3	2	\$6.51	\$3.25	66.67%	-	1	50.00%	\$6.51
coolsculpting detroit	2	2	\$6.80	\$3.40	100.00%	-	1	50.00%	\$6.80
liposuction near me	1	1	\$10.71	\$10.71	100.00%	-	1	100.00%	\$10.71
best place for coolsculpting near me	1	1	\$4.26	\$4.26	100.00%	-	1	100.00%	\$4.26
coolsculpting	21	8	\$48.19	\$6.02	38.10%	-	1	12.50%	\$48.19
coolsculpting for double chin	1	1	\$2.63	\$2.63	100.00%	-	1	100.00%	\$2.63

# Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

Top Display Ads

No Data Found for this account

# Budget Utilization - 1 May 2021 — 31 May 2021

## Budget Coverage

Display Impr Share

0%

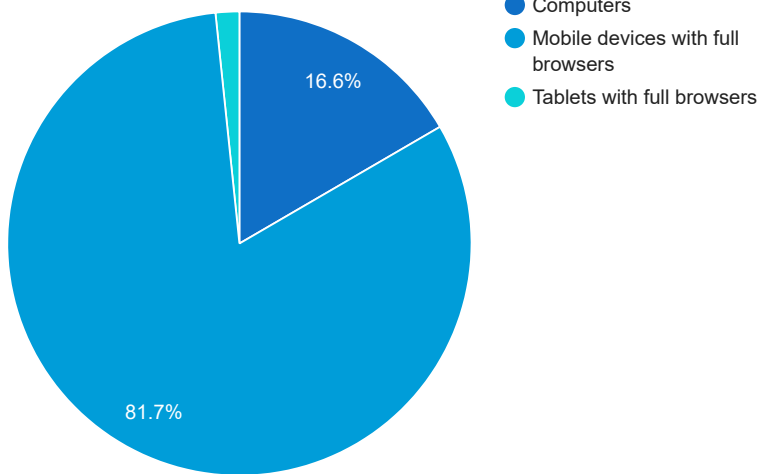
Search Impr Share

18.77%

↓ 10%

## Cost and Conversions by Device

### Cost



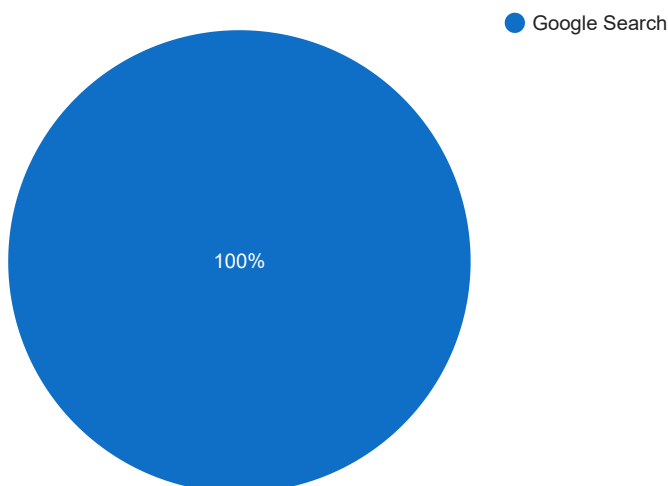
### All Conv.



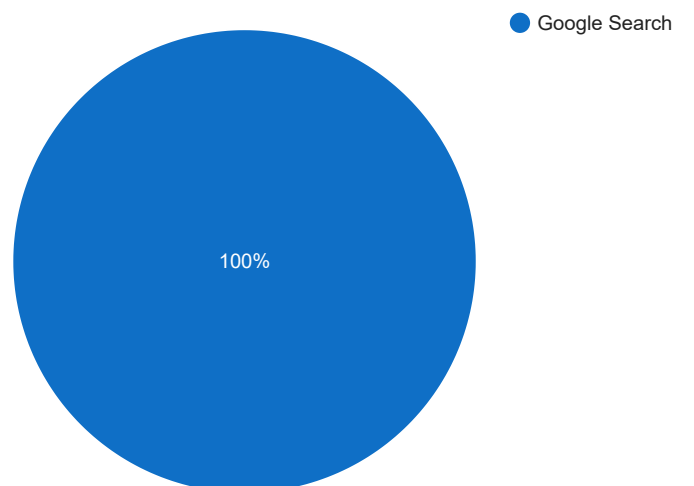
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	8,455	446	\$1,633.59	\$3.66	5.27%	-	35	7.85%	\$46.67
Computers	1,522	79	\$332.04	\$4.20	5.19%	-	2	2.53%	\$166.02
Tablets with full browsers	195	8	\$32.99	\$4.12	4.1%	-	0	0%	\$0.00

## Cost and Conversions by Network (Search vs. Display)

### Cost



### All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	10,172	533	\$1,998.62	\$3.75	5.24%	-	37	6.94%	\$54.02

# Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Form Submissions	35
Click to Call	1
Calls from ads	1

## Glossary

- Impressions (Impr) - Number of times your ad was displayed
- Display Impression Share - Refers to the percentage of times your ad was shown in a display placement when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Search Impression Share - Refers to the percentage of times your ad was shown in search results when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Clicks - Number of clicks that resulted from an ad
- Avg. CPC - Cost per click
- CTR - Clickthrough Rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions)
- Cost - Media spend accrued
- Avg Pos - Refers to the position of a search results pages where your ad appears for each of your ads
- Conversions - A conversion occurs when a user completes a pre-defined action on your site, such as buying something or requesting more information
- CPA - Cost-per-acquisition (CPA) is the cost of your advertising divided by the number of conversions you receive
- CR - Conversion rate
- Quality Score - is a metric used by Google to determine how relevant they believe your advertising to be based on the keywords your ad is appearing for